

Message Text

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ACTION COME-00

INFO OCT-01 EUR-25 ADP-00 CIAE-00 EB-11 INR-10 LAB-06

NSAE-00 PA-03 RSC-01 SIL-01 USIA-15 PRS-01 RSR-01

/075 W

----- 071478

R 131022Z AUG 73

FM AMEMBASSY PARIS

TO SECSTATE WASHDC 2493

INFO AMCOMGEN BORDEAUX

AMCONGEN LYON

AMCONGEN MARSEILLE

AMCONSUL NICE

AMCONGEN STRASBOURG

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FOR COMMERCE

E.O. 11652: N/A

TAGS: BEXP, ETRD, FR

SUBJECT: COMMENT ON PROPOSED FY1975 EVENTSCHEDULE FOR FRANCE

REF: STATE A-5854, JULY 10, 1973

FOLLOWING ARE POST COMMENTS ON FY1975 EVENT SCHEDULE AS
PROPOSED IN REFTEL

I. TRADE FAIRS:

(1) PARIS AIR SHOW, TYPE I: NO COMMENT.

(2) WE WISH REPEAT EARLIER RECOMMENDATION FOR TYPE IV (10-15
PARTICIPANTS) PARTICIPATION IN FALL 1974 READY-TO-WEAR SALON
(PRET-A-PORTER) FOR WOMEN'S LEISURE AND BEACH CLOTHING FOR
SPRING AND SUMMER SEASONS (SEE PARIS 1430, JANUARY 19, 1973).
SUCH SHOW WOULD RESPOND TO WHAT WE BELIEVE IS HIGH INTEREST FOR
AMERICAN LEISURE WEAR AND FOR NEW COMPETITIVENESS OF APPAREL
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BECAUSE OF DEVALUATION. WE DO NOT CONSIDER THIS APPROPRIATE THEME

FOR TRADE CENTER. IF NECESSARY BECAUSE OF BUDGETARY OR PERSONNEL RESOURCES, WE WOULD SUGGEST DROPPING TWO OR EVEN THREE SCHEDULED JEEPS (RETAINING ONLY DO-IT-YOURSELF EQUIPMENT; SEE SECTION III THIS MESSAGE) IN FAVOR OF READY-TO-WEAR PARTICIPATION. WE ASSUME VIRTUALLY ALL OF PARTICIPANTS WOULD BE NTM OR NTE.

II. TRADE CENTER EXHIBITIONS: (POSSIBLE CONFLICTS WITH SALONS IN FRANCE WILL BE CHECKED WITH FRENCH OFFICIALS IN EARLY SEPTEMBER).

(1) LASER AND ELECTRO-OPTICS -SEPT 16-20,1974.

WE RECOMMEND DROPPING FROM FY75 SCHEDULE THEME ON MATERIALS FOR ELECTRONICS INDUSTRY. RETENTION THIS THEME WOULD EXCESSIVELY WEIGHT FY75 PROGRAM WITH ELECTRONIC COMPONENTS TO DETRIMENT REASONABLE EXPOSURE OTHER PRODUCTS AND INDUSTRIES.

(2) MEDICAL DIAGNOSTIC EQUIPMENT - OCT 14-18, 1974.

NO COMMENT.

(3) BUILDING MATERIALS AND RELATED EQUIPMENT- NOV 18-22, 1974.

NO COMMENT.

(4) MINICOMPUTERS AND PERIPHERALS - JAN 13-17, 1975.

SCHEDULING THIS SHOW IN NOVEMBER WOULD BE TOO CLOSE TO SICOB EXHIBIT LATE SEPTEMBER.

(5) ELECTRONIC COMPONENTS - FEB 10-14, 1975.

IN RELATION OTHER POSSIBLE THEMES, RECENT MARKET RESEARCH SUGGESTS AUDIO-VISUAL EQUIPMENT, SCHEDULED FOR FEBRUARY, DOES NOT NOW HAVE STRONG POTENTIAL. WE RECOMMEND EITHER DROPPING IT FROM FY75 SCHEDULE, OR POSSIBLY CONSIDERING AS THEME FOR JEEP. (REHABILITATION EQUIPMENT SUBSTITUTES FOR AUDIO-VISUAL. SEE NO. 8.)

(6) ELECTRONIC PRODUCTION EQUIPMENT - MARCH 17-21, 1975.

NO COMMENT

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(7) COMMERCIAL AND INDUSTRIAL SECURITY EQUIPMENT - APRIL 14-18 1975.

NO COMMENT .../...STONE

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(8) REHABILITATION EQUIPMENT AND SYSTEMS -

JUNE 9-13, 1975.

WE WOULD LIKE REPLACE AUDIO-VISUAL
EQUIPMENT WITH THIS THEME WHICH IS SUBJECT
OUR PRODUCT THEME RECOMMENDATION IN PARIS A-345, MAY 7, 1973.
(SEE USDOC 5479, APRIL 17, 1973.) SHOW MOVED TO END FISCAL YEAR
PROGRAM TO ALLOW TIME FOR MARKET RESEARCH.

III. JEEPS:

(1) AUDIO-VISUAL OR HOUSEWARE GADGETRY - DEC 2-4, 1974.

WE HAVE SOME DOUBTS NOW AS TO RELATIVE EXPORT POTENTIAL OF
TOYS AND GAMES, AND PROPOSE AS POSSIBLE ALTERNATIVES
AUDIO-VISUAL EQUIPMENT OR "HOUSEWARE GADGETARY",
PRINCIPALLY INNOVATIVE ITEMS.

(2) DO-IT-YOURSELF TOOLS AND KITS - MAY 12-14, 1975.

IN PLACE OF HEALTH CARE INDUSTRIES, WE WOULD PREFER
SUBSTITUTE DO-IT-YOURSELF TOOLS AND KITS, WHICH WOULD COME
UNDER FRENCH WORD, "BRICOLAGE." WE FEEL MEDICAL
EQUIPMENT IS OF SUCH CURRENT AND POTENTIAL IMPORTANCE THAT IT
WARRANTS FULL TRADE CENTER SHOW TREATMENT. FOR THIS REASON WE
HAVE SUGGESTED REHABILITATION EQUIPMENT AND SYSTEMS AS
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REPLACEMENT THEME IN ITEM II ABOVE.

(3) SEE ALSO SECTION I, PARA 2.

IV. TRADE MISSIONS:

(1) VEHICULAR TRAFFIC CONTROL - MARCH 1975.

WE RECOMMEND TRADE MISSION, PER STATE A-4144,
MAY 11, 1973, FOR PARIS AND LYON.
AIRGRAM FOLLOWING.

(2) DESK RESEARCH ON PET PRODUCTS AND ACCESSORIES INDICATES
CONTINUING GOOD POTENTIAL FOR TRADE MISSION THIS CATEGORY.
RECOMMEND COMMERCE ASCERTAIN CURRENT ASSOCIATION INTEREST.
SEE PARIS A-78, JAN 29, 1973, AND USDOC 5479, APRIL 17, 1973.

V. IN-STORE PROMOTIONS:

IN PARIS A-507, JULY 9, 1973, WE REPORTED THE POSSIBILITY
OF AN IN-STORE PROMOTION WITH "AU PRINTEMPS" IN PARIS
IN FIRST HALF 1975.

VI. CATALOG SHOW:

WE RECOMMEND CATALOG SHOW ON SPECIALTY CHEMICALS USED IN
POLLUTION CONTROL PROCESSES AT THE SALON, "L'HOMME, L'AIR ET
L'EAU" ("MAN, AIR & WATER") AT LE BOURGET, SEPTEMBER
10-14, 1974. STONE

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